



**MOCO Board Meeting Minutes**  
**August 28, 2019**  
**5:00-6:30pm**  
**Tegu Building, Morrisville**  
**Approved September 25, 2019**

Board Members Present: Elly Ventura, Lisa Zinn, Carol Lauber, Tricia Follert, Julia Scheier (called in first portion of meeting, attended at 5:40), Nancy Banks, Jack Pickett and Michael Rooney

Board Members Absent: Larry Gibs

Guests: Kelley Lyons

Elly called the meeting to order at 5:01 pm

Approved minutes of the July Meeting: motion by: Nancy, 2<sup>nd</sup> by: Jack, all in favor

**Review information to board members:** per bylaws: 2.6. The draft minutes shall be posted within 5 days after the board meeting on the bulletin board. Any member that requests the board packet will be sent the agenda and all the attachments. A link to the minutes will be added to the Beet.

**MOCO guided tour update:** delayed due to Mike Hauser not at the board meeting due to staffing issues at the store.

**Finance Committee:** discussed member loans, sales in July were flat and sales are down in August. Met with Steve Dobrin, a consultant from LEDC regarding MOCO's financials. He will provide an analysis and a review of MOCO's financials. Mike Rooney would like some kind of offer related to advertising in the paper to measure the impact the ad is on bringing people into the store. Carol would like to know what they are doing differently in the store to increase revenues. MoCo needs to come up with proactive strategies to compete with the other competition. Suggestions that staff should be wearing name tags and have staff training, i.e.: did you find everything you were looking for?

**Looking for volunteers** for Sept. 7<sup>th</sup> at the Morrisville Farmers Market and RocktoberFest, September 28<sup>th</sup>. MOCO's 2 year anniversary is September 17<sup>th</sup>. There is a tasting and meet the board candidates being held at the store that night.

**Member loan Committee:** Carol would like the member loan committee to consider a store credit in exchange of a loan as another option.

**Update: Annual report & meeting:** Toni and Julia are working together and it is going super well, having 50 copies printed and it will be on the website, done by Oct. 1st. The annual report is going to be educational and nonreactive, and show how MOCO is part of the community. The annual meeting is Wednesday, Oct. 16<sup>th</sup>, 5:30pm at Lamoille Civic Center.

**Definition of local and how items should be labeled in the store:** in the pos system and/or QuickBooks you can tag items as local, it is hard to tag the distributors, the local vendors are easy. Lisa and Elly spoke with Mike about local, possibly a hyperlocal as Lamoille County and local within 100 miles. Lisa made a motion to define local as within 100 miles of MOCO or produced in Vermont and hyperlocal being a Lamoille County producer, Jack 2<sup>nd</sup>, all in favor. This information is going to be used for marketing, analysis and reporting. This definition needs to be changed in the buying

policy, Julia will change the buying policy and notify Mike and Toni. Julia will also remove from the purchases guidelines “outside the guidelines need the approval of the board operations committee”.

**Committee Structures:** Approve new Member Engagement Committee -Charge: Responsible for ensuring a positive and fulfilling member-owner experience and maintaining accurate membership list. Purpose to engage with our members more. Julia made a motion to approve the committee and charge, Lisa 2<sup>nd</sup>, all in favor.

Working Group update from Lisa, this group has not yet met this month. Toni was vacation last week and returned this week. Lisa to schedule a meeting. Its top priority is development of a marketing plan.

Defining Roles and Business Plan update from Tricia, this group has worked independently, Tricia has worked on “Who’s job is it?” from the retreat. Nancy has completed the business plan and shared it with the finance committee at last meeting for review.

Board Development update from Carol, we had one meeting from that Julia has set up new gmail account as a board google drive. It is mocoboard@gmail.com. She started a few folders. Carol added folders and documents and commented organizational structure is needed. Carol to contact Tricia and create a structure then report back to board at next meeting.

Elly started discussion on about Trello usability for the group. Lisa suggested and it was decided to stay with Trello for now but that all working group documents be shared and stored on google drive rather than Trello.

The board went into executive session at 6:40 pm, came out of executive session at 7:20pm.

Meeting Adjourned at 7:20pm

Respectfully submitted, Tricia Follert, Secretary